

WHAT IS CLAIMED IS:

1. A toothbrush with a toothbrush body and a toothpaste container, the toothbrush body having
 - a head which is covered with bristles;
 - a neck; and
 - a handle part which adjoins the neck and forms a handle together with the toothpaste container, wherein the toothpaste container is inserted into the handle part such that it can be removed and wherein the toothpaste container has a dispensing head and a container body;
 - a container holder being integrally formed on the handle part, wherein the container holder is inserted into the handle part with the toothpaste container and wherein the container holder partially encloses the container body.
2. The toothbrush as claimed in claim 1, wherein the container body has a handle shell part which projects beyond the container holder and together with the handle part forms at least substantially a step-free surface of the handle.
3. The toothbrush as claimed in claim 1, wherein the surface of the handle essentially maintains its form when subjected to loading which occurs during teeth cleaning, irrespective of the filling level of the toothpaste container, and wherein the toothpaste container removed from the handle part has at least substantially the same form before and after toothpaste has been squeezed out.
4. The toothbrush as claimed in claim 2, wherein the handle part at least substantially completely encloses the dispensing head of the inserted toothpaste container and encloses the container body of the latter asymmetrically such that, on a bottom side of the handle part, which is directed away from the bristles, the container holder engages around the container body, at least as far as a longitudinal center of the container body, and supports the container body laterally, and wherein the handle shell part forms at least part of the surface of the handle on the top side, which is directed toward the bristles.
5. The toothbrush as claimed in claim 1, wherein at least part of the container body, other than a handle shell part, is thin-walled and more flexibly elastic than the rest of the container body, such that, with the toothpaste container removed from the handle part, toothpaste can be squeezed out of the toothpaste container, and wherein, in a state in which the container is inserted into the handle part, the thin-walled part is covered by the container holder.

6. The toothbrush as claimed in claim 1, wherein the handle part and the toothpaste container are provided with retaining elements such that, with the toothpaste container inserted in the handle part, the toothpaste container is retained on the handle part by interaction of the retaining elements, which are designed

as adhering elements, between which there is sufficient static friction, or
as a latching protrusion and latching groove for latching-in purposes, or
as a latching protuberance and a corresponding latching step arrangement, or
as a hook-like retaining nose and a correspondingly shaped portion.

7. The toothbrush as claimed in claim 1, wherein, with the toothpaste container inserted in the handle part, a closure pin of the handle part closes an outlet opening on a dispensing head of the toothpaste container in a sealed manner.

8. The toothbrush as claimed in claim 1, wherein, on an encircling free end surface, the handle part has a sealing element which, with the toothpaste container inserted in the handle part, interacts with a peripheral end surface of the toothpaste container in order to prevent water from penetrating to a dispensing head, and/or wherein the container holder has a flexibly elastic dispensing-head seal on a closure pin in order to prevent toothpaste from running out of the toothpaste container.

9. The toothbrush as claimed in claim 1, wherein a ridge of the toothpaste container engages in an incision of the container holder which runs at least substantially in a longitudinal direction of the handle part, and/or wherein the toothpaste container is introduced into a centering star of the handle part.

10. The toothbrush as claimed in claim 1, wherein the handle part is provided with a spike which, when the toothpaste container is inserted into the container holder for the first time, the spike is intended to open a closure on the dispensing head of the toothpaste container.

11. The toothbrush as claimed in claim 1, wherein at least part of the toothpaste container is transparent or translucent such that a quantity of toothpaste located therein is visible, and a scale is provided on the toothpaste container or on an end region of the handle part, in order to form a filling level indicator (72).

12. The toothbrush as claimed in claim 1, wherein the handle part and/or a handle shell part includes ribs, protuberances, protrusions or indents which are produced on the handle part.

13. The toothbrush as claimed in claim 1, wherein a viscosity of toothpaste located in the toothpaste container and a size of an outlet opening of the toothpaste container are set

such that, in a vertical position of a longitudinal axis of the toothpaste container with the outlet opening open and directed downward, little to none of the toothpaste passes out of the opening.

14. The toothbrush as claimed in one of claim 1, wherein the head is provided with a restraining element for partially holding back toothpaste applied to the head.

15. A toothbrush body for a toothbrush, the toothbrush body having
 a head, which is covered with bristles, ~/
 a neck and
 a handle part, which adjoins the neck and on which is formed a container holder which is intended for accommodating a toothpaste container inserted into the handle part and for partially enclosing the toothpaste container when inserted therein, and
 wherein the handle part is intended for forming a handle together with the inserted toothpaste container.

16. A toothpaste container for a toothbrush, the toothpaste container having
 a dispensing head; and ~/
 a container body, with a handle shell part, that is capable of releasable insertion into a container holder of a handle part of the toothbrush,
 wherein the handle shell part essentially maintains its form when subjected to loading which occurs during teeth cleaning, irrespective of the filling level of the toothpaste container, and forms the surface of a handle together with the handle part.

17. The toothbrush as claimed in claim 11, wherein the handle part includes:
 a window or a cut-out providing a view of the toothpaste container.

18. The toothbrush as claimed in claim 12, wherein the protuberances, protrusions or indents are produced on the handle part from a non-slip, flexibly elastic material.